

## 7. Landscape, Signage, and Lighting Policies and Standards

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What seem to be simple details such as landscaping, signage and lighting can make a significant difference in the overall look and feel of an area. In the case of the West Tefft Street corridor, these elements are very important as it transforms to a walkable and lively town center.

Landscaping provides many functions as it enhances building architecture, reduces storm water run-off by absorbing rainfall, preserves natural and creates resources, and reduces glare and provides shade. Signs identify uses, guide transportation and support public safety and convenience. Exterior lighting provides visibility at night at site entrances, walkways, parking areas and other areas of a site, and it can accent building architecture and landscaping.

### ***POLICY 7.1: Landscape Appearance***

*The pedestrian friendly atmosphere of the area should be supported by the development of decorative landscapes.*

### **Standards**

- A. General guidance.** Good design is a result of careful placement of buildings, parking, walkways, gathering spaces and planted areas. The employment of a landscape architect is encouraged before the preparation of project designs to evaluate and help create a well-rounded plan that responds to the site and nearby conditions.



**Fig. 7-1** *Integrated project design*

**B. Existing trees.** New development should preserve and protect the existing healthy mature trees within the area.

**C. Location.** Landscaping shall be located within areas required by the Land Use Ordinance; such as within parkways and setbacks, as well as the interior of a site (Figure 7-2).



*Fig. 7-2 Landscaped setback*

**D. Slope planting.** Slopes shall be planted with landscaping that is native or similar species to create a visual buffer between the development up-slope and below.

**E. Architectural scaling.** Landscaping should be used as a scaling device along property lines, at building corners and at the base of buildings, for example, to reduce the apparent bulk of buildings.

**F. Planters.** Edges, parkways, planted medians, planter boxes, and hanging or elevated flower baskets are highly encouraged within all new development along the West Tefft corridor and surrounding streets. In-ground and raised planters should be utilized in proximity to each other to provide variety in appearance, as shown in Figures 7-3 and 7-4.



*Fig. 7-3 Sidewalk with planters*



*Fig. 7-4 Raised planter*

Built-in planters along building walls, below and above windows are encouraged on building frontages and interior open space areas, such as breezeways, paseos and plazas, illustrated in Figures 7-5 and 7-6.



**Fig. 7-5** Upper story flowers



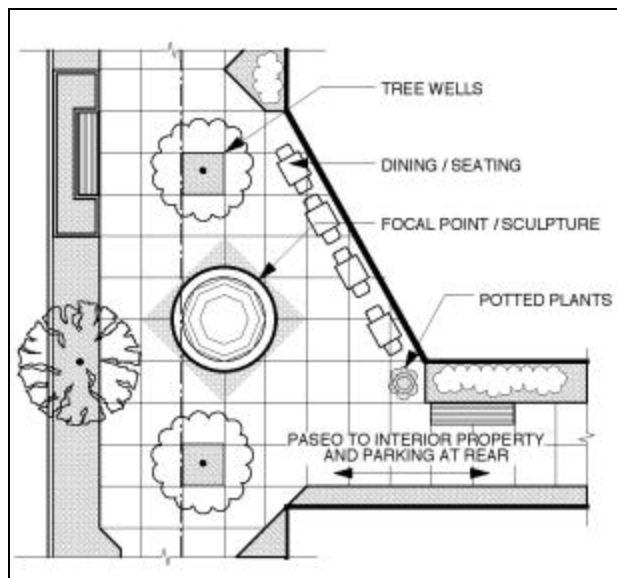
**Fig. 7-6** Plaza landscaping

**G. Landscape elements.** Distinctive features such as decorative benches, fountains and art should be included in landscape or hardscape areas at appropriate locations (Figure 7-7).

**H. Outdoor dining.** Landscaping should be included with outdoor dining, either in planters or pots, to create an enjoyable setting (Figure 7-8).



**Fig. 7-7** Plaza art



**Fig. 7-8** Outdoor dining example

**I. Plant selection.** Plant selection should reflect its intended purpose, such as screening, shade, decoration or natural background, or erosion control. It should also reflect the scale of the surroundings, such as other vegetation, buildings and spaces.

1. Where landscaping is intended to provide screening or shading, its original size and spacing should be chosen to achieve the intended function within five years.
2. In the West Tefft Corridor area, the following plant species are encouraged as elements of projects to provide a consistent theme (heights noted), in addition to other plant materials that may be appropriate in the county Plant List, on file at the Department of Planning and Building. These lists are required for preparing landscape plans. Preferred street trees are listed as "ST" below and discussed in Chapter 8.

### **SHRUBS**

<u>Common Name</u>	<u>Botanical Name</u>	<u>Height (ft.)</u>	<u>Width (ft.)</u>
Autumn Sage	<i>Salvia greggii</i>	4	4
Bush Anemone	<i>Carpenteria californica</i>	4-8	5
California Fuchsia	<i>Epilobium californica</i>	1-2	6+
Ceanothus 'Blue Cushion'	<i>Ceanothus</i> 'Blue Cushion'	2-4	5
Ceanothus 'Snowball'	<i>Ceanothus rigidus</i> 'Snowball'	2-4	5
Conejo Buckwheat	<i>Eriogonum crocatum</i>	1	2
Greensphere Manzanita	<i>Arctostaphylos</i> 'Greensphere'	3	3
Island Bush Snapdragon	<i>Galvezia speciosa</i>	3	5
Photinia fraseri –			10-15
Pittosporum - different varieties			2-40
Red Monkeyflower	<i>Mimulus puniceus</i>	2-3	1-2
Raphiolepis indica – 'Ballerina'			2
Raphiolepis indica – 'India Hawthorne'			4-5
Sulphur Buckwheat	<i>Eriogonum umbellatum</i>	1-2	3-4
Wooly Blue Curls	<i>Trichostema lanatum</i>	2-4	4
Yellow Monkeyflower	<i>Mimulus aurantiaca</i>	2-3	1-2

### **TREES**

<u>Common Name</u>	<u>Botanical Name</u>	<u>Height (ft.)</u>	<u>Width (ft.)</u>
Big Leaf Maple (D)	<i>Acer macrophyllum</i>	10-40	20+
Chinese Elm (D)(ST)	<i>Ulmus parvifolia</i>	50	60
Chinese Pistache (D)(ST)	<i>Pistachia chinensis</i>	40	40
Coast Live Oak (E)	<i>Quercus agrifolia</i>	20-40	35+
Fernleaf Catalina Ironwood (E)(ST)	<i>Lyonothamnus floribundus</i>	20-35	15
	<i>ssp. asplenifolius</i>		
Fruitless Olive (E)	<i>Oleaceae</i>	30	30
	Male cultivars only		
Holly Oak (E)(ST)	<i>Quercus ilex</i>	30-60	40+
Japanese Crape Myrtle (D)	<i>Lagerstroemia fauriei</i>	20-30	25+



<u>Common Name</u>	<u>Botanical Name</u>	<u>Height (ft.)</u>	<u>Width (ft.)</u>
London Plane Tree (D)(ST)	<i>Platanus x acerifolia</i>	40-60	35+
'Bloodgood' variety has some resistance to anthracnose.			
Purple-Leaf Flowering Plum (D)	<i>Prunus cerasifera</i> 'Atropurpurea'	25-35	
Tan Oak (E)	<i>Lithocarpus densiflora</i>	10-30	15+
Tipu Tree (D)(ST)	<i>Tipuana tipu</i>	50	35
Valley Oak (D)	<i>Quercus lobata</i>	15-40	35+
Western Redbud (D)	<i>Cercis occidentallis</i>	8-20	10+

(D) - Deciduous

(E) - Evergreen

(ST) – Preferred Street Tree – See Chapter 8 – Streetscape

- J. Prohibited plant species.** Species are not allowed in the West Tefft Corridor area that are shown in the Prohibited Plants section of the county Plant List. The following *tree* species also are prohibited to avoid association with other regions and to retain a local sense of place: *Palm trees*, *Eucalyptus trees*, *Carrotwood*, and *Ficus macrocarpa nitida*.

## ***POLICY 7.2: Signage***

*Signs for commercial development should be designed in such a way as to be unobtrusive, and sized at a pedestrian scale.*

### **Standards**

- A. Signage.** Signs should be designed to the minimum size necessary to identify the business and should not overwhelm the character of the area.

- B. Specialized sign requirements.** The following sign regulations are applicable in addition to or instead of like standards in the Land Use Ordinance, Sections 22.20.010 through 22.20.080, which include exceptions to sign standards in Section 22.20.060.D.

- 1. Wall and store-front signs.** Wall and store-front signs are encouraged.
- 2. Freestanding pole signs.** Freestanding pole signs (see example in Figure 7-9) are not allowed.



**Fig. 7-9 Pole sign**

- 3. Monument signs.** Monument signs are limited to 24 square feet in area and six feet in height, except that within front setbacks they shall be no larger than 10 square feet and no higher than three feet. Monument signs shall only be used to identify uses that are located in back of street-fronting buildings or on properties that do not front a public street. Lighting for monument signs shall be internal to the sign, or downward directed external lighting. An exception to this standard may be allowed by Conditional Use Permit approval, in addition to the

exceptions allowed by the Land Use Ordinance, with a finding required that the sign will not impede visibility for traffic or pedestrians or detract from the site and architectural character of the project. A monument sign is a low free-standing sign supported by a pedestal or poles, which is intended to be at a pedestrian scale (see Figure 7-10).

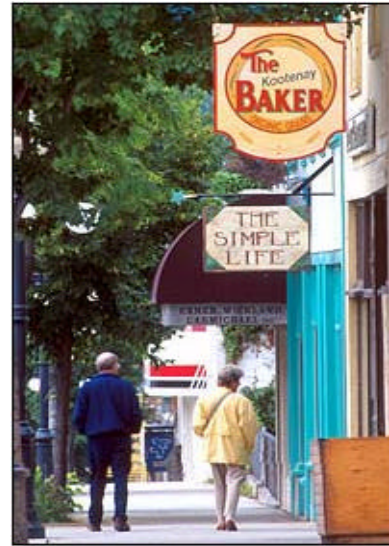


*Fig. 7-10 Monument sign*

4. **Projecting and suspended signs.** Projecting and suspended signs (see examples in Figure 7-11) are allowed in accordance with the Land Use Ordinance.

5. **Window signs.** Window signs are limited to 15 percent of the individual glazed opening in which they are situated, within eight feet of the window, and no more than one lighted sign per window is allowed.

6. **Directional signs.** Signs giving guidance to parking lots, bus stops, bicycle paths, or similar uses should be consolidated with other features, such as mounted on lampposts. These signs should meet County standards, but be designed to be compatible with the above design standards.



*Fig. 7-11 Projecting and suspended signs*

7. **Marquee or directory signs.** Marquee or directory signs are limited to one sign per property, not to exceed two square feet for each room or suite occupied as a unit, and with a maximum height as allowed for monument signs.

8. **Shopping or business center sign.** Shopping or business center signs may be allowed in accordance with the Land Use Ordinance, except that monument signs are not allowed in addition to them.

9. **Freeway identification sign.** Freeway identification signs are not allowed in order to keep a pedestrian scale within the downtown.

10. **Informational and other signs.** Additional complementary signage, such as logo, informational and directional signs are encouraged at a pedestrian scale and to reflect the project and town character (Figure 7-12).



*Fig. 7-12 Informational map sign*

**11. Location maps.** Freestanding maps of the area indicating businesses, parking lots, bus stops, and open spaces are to be located throughout the area to provide directional information and to create a sense of place (Figure 7-12).

**C. Design character.** Signs are encouraged to have borders, trim and font that are integrated with the project architecture (Figure 7-13), and they should be recessed into frames. Channel-lit letters should be lighter than the background.



**Fig. 7-13** Integrated monument sign

### **POLICY 7.3: Lighting**

*Lighting for commercial developments should be an important component of project design. Walkways, parking, walls, gathering spaces, shopping and dining areas should be lit for evening usage with integrated designs. Lighting should be adequate for safety considerations, but not detract from the night sky.*

#### **Standards**

- A. Lighting fixtures.** Lighting fixtures should be consistent with and enhance project architecture and their intended functions. Fixtures should be visually appealing and architectural grade to be consistent with building design.
- B. Height.** Generally, higher intensity lights should be at a greater height than low intensity ones. Building light fixtures should relate to the scale of surrounding development and not exceed the building height.
- C. Impact.** Lighting should be designed to minimize the impact of lighting on adjacent sites and be downward-directed in accordance with the Land Use Ordinance, Section 22.10.060.



**Fig. 7-14** Parking lot light



**Fig. 7-15** Motion Sensor Light



**Fig. 7-16** Mission wall light

